

Press release

New sales record for smartphones in Germany

- **26 million smartphones will be sold in Germany in 2013**
- **Revenues increase by 12 per cent reaching 8.4 billion EUR**
- **Smartphones owned by 60 per cent of 14-29 year-olds**

Berlin, September 12, 2013

The smartphone boom continues. According to new forecasts by EITO 26 million devices will be sold in Germany in 2013. This means an increase by 22 per cent comparing to 2012 and it establishes a new sales record. 22 million smartphones were sold last year. The permanently great demand is also reflected in the revenues that are expected to reach 8.4 billion EUR in 2013, a 12 per cent increase compared with 2012. Since 2010, revenues have on average been increasing by 37 per cent per year. "Smartphones are appealing to all age groups", said Axel Pols, Managing Director of Bitkom Research. By now 40 per cent of German citizens aged 14 and above own a smartphone, and 60 per cent of the 14 to 29 year-olds.

Faster CPUs, bigger screens with higher resolutions as well as better photo sensors – the multimedia ability of smartphones has been constantly improving in the last years. Numerous device owners use the multimedia functions extensively, for instance to take photos. 40 per cent of smartphone users take snapshots on a daily basis. Furthermore, 78 per cent use their smartphone to listen to music and 29 per cent to watch videos.

Internationally, the United Arab Emirates, South Korea and Saudi Arabia take the lead in smartphone usage. Nearly three out of four people in those countries own a smartphone according to Google's recent "Our Mobile Planet" report. Norway, ranked 5th, is the first European country in the listing (68 per cent), closely followed by Sweden in 7th place (63 per cent). The United Kingdom comes 9th with 62 per cent. The United States of America follows in 13th place with 56 per cent. Germany is ranked 27th with nearly 40 per cent of market penetration.

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Technology Observatory -
a project of
Bitkom Research GmbH

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Methodology: The market forecasts are based on recent data of the European Information Technology Observatory (EITO). Since 1993, the European Information Technology Observatory (www.eito.com) offers high quality and up-to-date information on European and global markets for information and communications technology. The EITO is managed by Bitkom Research GmbH, a subsidiary of BITKOM, the Federal Association for Information Technology, Telecommunications and New Media in Germany. EITO collaborates with leading market research institutes including IDC and GfK, and research activities of the EITO Task Force are supported by the European Commission and the OECD. EITO is sponsored by Deutsche Telekom, KPMG and Telecom Italia.